



KETTELL-CARTER

Radio Representatives

LIBERTY 5799

ELMER KETTELL
MARJORIE CARTER

PARK SQUARE BUILDING
BOSTON 16, MASSACHUSETTS

November 8, 1948

Miss Judy Ernil
Advertising Manager
WCSR Smith College
10 Prospect Street
Northampton Mass

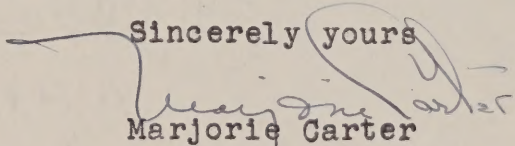
Dear Miss Ernil:

Thanks a lot for your October 22 letter in which you inform us about your new station, and inquire of our interest in working in your behalf.

We are sorry but we are unable to sell WCSR for two reasons: 1) we have represented IBS stations only through IBS headquarters and therefore IBS member stations; and 2) the national advertising you would hope to get for your station would come out of New York. Those accounts in Boston which might be prospects for WCRS would be handled by your staff and sold to clients at your local rate, such as retail stores, candy, florists etc.

Thank you again for your interest in us.

Sincerely yours


Marjorie Carter

